

CLAIMS

What is claimed is:

- 1 1. A method for rewarding user behavior, the method comprising:
2 enrolling a user into a reward program, the reward program encouraging user
3 behavior beneficial to health;
4 collecting data associated with the user behavior beneficial to health; and
5 evaluating the collected data to determine whether the collected data satisfies
6 a performance target defined by the reward program.
- 1 2. The method of claim 1 further comprising dispensing an award to the user if
2 the collected data satisfies the performance target.
- 1 3. The method of claim 1 wherein collecting data further comprises receiving
2 data downloaded from a personal data capture device.
- 1 4. The method of claim 1 wherein the user behavior beneficial to health pertains
2 to any one of a fitness activity, a medical treatment, and dietary habits.
- 1 5. The method of claim 1 wherein the reward program defines a start date and
2 an end date for the user behavior beneficial to health.

1 6. The method of claim 5 wherein the performance target identifies the amount
2 of points that the user must accumulate by engaging in the behavior beneficial to
3 health between the start date and the end date.

1 7. The method of claim 5 further comprising providing constant feedback of
2 behavior information to the user.

1 8. The method of claim 1 wherein an initiator of the reward program is a third
2 party benefiting from the user behavior beneficial to health.

1 9. The method of claim 1 further comprising:
2 displaying a plurality of reward programs, each of the plurality of reward
3 programs rewarding user engagement in a particular health-related activity;
4 receiving an indication of a user selection of one of the plurality of reward
5 programs; and
6 displaying a list of awards available for the selected reward program.

1 10. The method of claim 1 wherein a group of users is enrolled in the reward
2 program and wherein the method of claim 1 further comprises utilizing the reward
3 program to control health-related activities of the group of users.

1 11. The method of claim 1 further comprising determining a list of awards that
2 may be of interest to potential participants of the reward program based on
3 demographic reports.

1 12. A system for rewarding user behavior, the system comprising:
2 a registration module to enroll a user into a reward program, the reward
3 program encouraging user behavior beneficial to health; and
4 a point counter to collect data associated with the user behavior beneficial to
5 health and to evaluate the collected data to determine whether the collected data
6 satisfies a performance target defined by the reward program.

1 13. The system of claim 12 further comprising a redeem process to dispense an
2 award to the user if the collected data satisfies the performance target.

1 14. The system of claim 12 wherein the point counter is to extract a data portion
2 associated with the user behavior beneficial to health from data captured by a
3 personal data capture device.

1 15. The system of claim 12 wherein the user behavior beneficial to health pertains
2 to any one of a fitness activity, a medical treatment, and dietary habits.

1 16. The system of claim 12 wherein the reward program defines a start date and
2 an end date for the user behavior beneficial to health.

1 17. The system of claim 16 wherein the performance target identifies the amount
2 of points that the user must accumulate by engaging in the behavior beneficial to
3 health between the start date and the end date.

1 18. The system of claim 16 further comprising a user interface to provide constant
2 feedback of behavior information to the user.

1 19. The system of claim 12 wherein an initiator of the reward program is a third
2 party benefiting from the user behavior beneficial to health.

1 20. The system of claim 12 further comprising:
2 a user interface to display a plurality of reward programs and a list of awards
3 available for each of the plurality of reward programs, each of the plurality of reward
4 programs rewarding user engagement in a particular health-related activity.

1 21. The system of claim 12 wherein a group of users is enrolled in the reward
2 program and the reward program is use to control health-related activities of the
3 group of users.

1 22. The system of claim 12 further comprising an analyzer to determine a list of
2 awards that may be of interest to potential participants of the reward program based
3 on demographic reports.

1 23. A computer readable medium that provides instructions, which when
2 executed on a processor, cause said processor to perform operations comprising:
3 enrolling a user into a reward program, the reward program encouraging user
4 behavior beneficial to health;
5 collecting data associated with the user behavior beneficial to health; and
6 evaluating the collected data to determine whether the collected data satisfies
7 a performance target defined by the reward program.